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June 24, 2008

FOR DISCUSSION
 PURPOSES ONLY NOT
 FOR ENTRY INTO
 APPLICATION

BY FACSIMILE

Examiner Jun Fei Zhong
 United States Patent and Trademark Office
 Tel.: 571-270-1709
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U.S. Patent Application No.: 09/775,202
 Filed: February 1, 2001
 Our Docket: UV-181

Parties:
 USPTO: Examiner Jun Fei Zhong

Ropes & Gray:
 Matthew S. Bertenthal (Reg. No. 61,129)
 Michael J. Chasan (Reg. No. 54,026)

Dear Examiner Zhong:

As per our conversation last week, the following are proposed topics for discussion during the Examiner interview scheduled for June 25, 2008 at 1:00 P.M. As indicated on this letter, this document is for discussion purposes only and is not for entry into the application.

The Examiner rejects independent claims 1 and 35 under § 103(a) as being obvious over Young et al U.S. Patent No. 5,353,121 (hereinafter "Young") in view of Golschmidt Iki et al. U.S. Patent No. 6,483,987 (hereinafter "Iki"). Applicants believe that this combination fails to show or suggest the elements of applicants' independent claims.

In particular, the combination of Young and Iki fails to show or suggest applicants' feature of selecting a promotion to record for inclusion in an integrated recorded program/promotion playback asset. In turn, the combination also fails to show or suggest applicants' feature of determining whether a selected program is to be recorded, and in response to determining that the selected program is to be recorded, recording a selected program and a selected promotion for inclusion in an integrated recorded program/promotion playback asset.

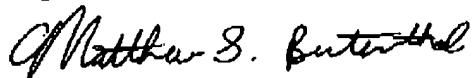
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We look forward to talking with you – please give us a call at the meeting time at my office number above.

Best regards,



Matthew S. Bertenthal
Technical Advisor

MSB:msb